digitalswitzerland | + digital tag

Press release

As part of Digital Day, digitalswitzerland is organising a national video competition for schools

For the second year running, digitalswitzerland is inviting young people in Switzerland to think about digitalisation through a video competition in the country's three language regions on the theme of 'Play-chat-get active: what will playground 4.0 look like?'

Zurich, 14 June 2018 – The education system plays a key role in teaching young people how to use digital devices and in developing their computational thinking – skills that they will all need in the future. digitalswitzerland's 2018 video competition offers Switzerland's teachers and students the opportunity to reflect on and discuss topics related to digitalisation, while encouraging them to get creative. Over the course of a few weeks, the students will have to think, plan and produce a video clip on the topic of 'Play-chat-get active: what will playground 4.0 look like?'

Encouraging creativity and school work to get people thinking about the digital transformation

Primary and secondary school students will use their smartphones to produce a 90-second video clip on this year's topic. The aim is to find out how digitalisation affects everyday school life, and to enable participants to explore the influence of new media and digital devices. How has student life been transformed by technological developments? Has the way they interact and behave in the playground changed, and is it set to change even more in the future?

Nicolas Bürer, Managing Director of digitalswitzerland: *'The challenges of the future often arise at school – and the issues surrounding digitalisation are no exception. We want to use this annual competition to raise awareness of digitalisation among young people and give them a voice.'*

The winners will be revealed at the second edition of Digital Day

The awards for the best videos from the three school age groups will be presented at Swiss Digital Day on 25 October 2018. An expert jury from digitalswitzerland will judge the entries, with some members handing out the awards at the winning schools. In addition to the cash prizes – with which the winning schools will be able to organise field trips – other fun and educational prizes will also be up for grabs. All the information, including instructions on how to make the video and some ideas to get

you thinking, can be found at http://www.schulwettbewerb.digitaltag.swiss/ (German, French and Italian only).
More information on the Digital Day: http://digitalday.swiss/.

About digitalswitzerland
digitalswitzerland is a joint initiative by industry, government and science which aims to make Switzerland a leading digital innovation hub worldwide. digitalswitzerland thus plays an active role in different areas, such as knowledge transfer, training, startup accompaniment and political frameworks. The association groups together more than 100 of the most renowned companies and organisations in Switzerland as well as the most innovative websites. The initiative was launched in 2015.

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